

**Amendments to the Claims:**

Please amend claim 1 as follows and add the following new claims.

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1. (Currently Amended) A computerized system for modeling a business process, comprising:  
a web server implementing a user interface to said system; and  
a database server in operable communication with the web server, the database server comprising a data architecture representing the business process, the data architecture comprising:  
an entity model representing an entity responsible for implementing at least a portion of the business process;  
a transaction model comprising at least one step ~~defining a transaction in the~~ business process;  
a list model representing at least one step in the transaction, the list model comprising a list of at least one entity associated with the transaction; and  
a task model associated with the list, the task model defining at least one task associated with the at least one step in the transaction.

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2. (New) The system of claim 1 wherein the database server further comprises:  
individual user specifications (IUS);  
company specific parameters (CSP);  
vertical market system parameters (VMSP) including a set of vertical market templates that operate on top of the data architecture; and  
a database manager in communication with and operative to manage the IUS, CSP, and VMSP.

3. (New) The system of claim 1 wherein the entity model, transaction model, list model, and task model are objects.

4. (New) The system of claim 3 wherein each object is associated with a primary key.

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5. (New) The system of claim 1 wherein the data architecture further comprises:  
an activities model.

6. (New) The system of claim 1 wherein the entity model comprises:

an entity list representing at least one entity responsible for implementing at least a portion of the business process;

a core record of information coupled to the entity list and operative to store core information;

a lookup table for entity types coupled to the entity list and operative to store information associated with entity types;

a table of entity sub types coupled to the entity list and operative to store entity sub types;

a lookup table of entity sub types coupled to the table of entity sub types and operative to store information associated with entity sub types;

a table of entity relationships coupled to the entity list and operative to store entity relationship information; and

a lookup table of entity relationship types coupled to the table of entity relationships and operative to store information associated with entity relationships.

7. (New) The system of claim 6 wherein the entity types are a function of at least one of company specific system parameters and vertical market system parameters.

8. (New) The system of claim 1 wherein the transaction model comprises:

a plurality of transactions, each transaction being associated with at least one entity; and

a plurality of transaction details tables (TDT), each TDT associated with a transaction and including high-level information about the associated transaction.

9. (New) The system of claim 1 wherein the list model further comprises a lookup table of lists associated with the list of at least one entity.

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10. (New) The system of claim 9 wherein the list model further comprises a lookup table of list categories associated with the lookup table of lists and operative to group lists into categories.

11. (New) The system of claim 9 wherein the list model further comprises:

lookup tables for lists-to-be-added-to lists-to-be-removed-from, and list-tasks-to-add, the lookup tables associated with the lookup table of lists.

12. (New) The system of claim 10 wherein the list model further comprises:

a lookup table for list-cycle-steps associated with the lookup table of lists; and  
lookup tables for list-cycle-steps-to-add-to, list-cycle-steps-to-remove-from, and list-cycle-step-tasks-to-add, each lookup table being associated with the list-cycle-steps table.

13. (New) The system of claim 9 wherein each lookup table of lists is capable of having associated meta-data.

14. (New) A method for modeling a business process comprising:

providing a web server implementing a user interface;

providing a database server in communication with the web server, the database server having a data architecture representing the business process, the data architecture comprising:

an entity model representing an entity responsible for implementing at least a portion of the business process;

a transaction model comprising at least one transaction in the business process;

a list model representing at least one step in a transaction, the list model comprising a list of at least one entity associated with the transaction; and

a task model associated with the list, the task model defining at least one task associated with the at least one step in the transaction; and

using the web server to model a business process.

15. (New) The method of claim 14 wherein the method further comprises modifying the entity model by modifying at least one of entity types, entity sub types, and entity relationships.

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16. (New) The method of claim 14 wherein the method further comprises modifying the list model by adding associations to an existing list to track additional information about list members.

17. (New) The method of claim 14 wherein the list of at least one entity comprises a list entity record and wherein the method further comprises marking the list entity record as removed when at least one of an entity and an entity-transaction pair is removed from the list.

18. (New) The method of claim 14 wherein the method further comprises associating the list of at least one entity with lookup tables for lists-to-be-added-to and lists-to-be-removed-from to allow for the tracking of list history.

19. (New) The method of claim 14 wherein the method further comprises:  
providing for action-based rules using objects representing lookup tables for lists-to-be-added-to, lists-to-be-removed-from, and list-tasks-to-add.

20. (New) The method of claim 19 wherein the method further comprises:  
providing for time-based rules using objects representing lookup tables for list-cycle-steps, list-cycle-steps-to-add-to, list-cycle-steps-to-remove-from, and list-cycle-step-tasks-to-add.

21. (New) The method of claim 20 wherein action and time-based rules are recursive.

22. (New) A computerized system for modeling a business process, comprising:  
web server means for implementing a user interface to said system; and  
database server means in communication with the web server, the database server means  
having a data architecture representing the business process, the data architecture  
comprising:  
entity means for representing an entity responsible for implementing at least a portion of  
the business process;  
transaction means comprising at least one transaction in the business process;

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list means for representing at least one step in a transaction, the list means comprising a list of at least one entity associated with the transaction; and  
task means associated with the list, the task means for defining at least one task associated with the at least one step in the transaction.

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